Note for Alleyne-Chin, Trish

From: Bautista, Lisa (MS)

Date: Fri, Jun 3, 1994 3:35 PM

Subject: jon's request

To: Alleyne-Chin, Trish

File(s): OTHERPMFSI.LIS

There were 14 National FSI programs for other premium brands. The most recent expiration date was 3/31/94 which I excluded and one program with no circulation.

That leaves us with 12 National FSI programs. There were 5 programs with circ between 52MM-55MM. Of the most recent 8, only 4 had circ of about 55MM. The enclosed worksheet reports the response rates for the 12 programs, for the 8 most recently dropped programs and for the 5 programs with the 52MM-55MM circ.

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